



Interactive Newspapers '96

600 Executive Drive • Princeton, NJ 08540-1528 • Tel: (609) 921-7200 • Fax: (609) 921-2112 • E-mail: tkg@ix.netcom.com
Web Site: <http://www.kelseygroup.com/kelsey>

November 27, 1995

Brewster Kahle
CEO
WAIS
690 5th Street
San Francisco, CA 94107-1517

Dear Brewster:

Thank you very much for agreeing to be a featured speaker at **Interactive Newspapers '96: What's Hot? What's Not? What's Next? Positioning for Profitability** being held February 21 - 24 at the Hyatt Regency Embarcadero in San Francisco. As you know, this conference is being co-sponsored by Editor & Publisher, INMA, the National Newspaper Association, Suburban Newspapers of America and The Kelsey Group.

This conference promises to be even more exciting than last year's, which drew 725 people from 26 different countries. The conference will feature keynote addresses, general sessions, breakout sessions, roundtable discussions, a full exhibit hall with new media presentations and plenty of networking time. We are anticipating 800 - 1000 attendees.

Your specific presentation will be:

Date: Thursday, February 22

Time: 4:00 - 5:30 p.m.

Inside the Web Toolbox

Immerse yourself in HTML, SGML and other Web publishing technologies. Find out how you can best use these authoring tools to build a newspaper site that accomplishes your interactive goals.

Presentation Time: 15 minutes

Sponsored by:



The Kelsey Group

E&P Editor & Publisher

inma

NNA
NATIONAL NEWSPAPER
ASSOCIATION

SN
Suburban Newspapers of America

This conference focuses on interactive newspapers and the business strategies that will help foster growth and profitability. The audience will be very interested in the "nuts and bolts" of your area of expertise. Please plan your presentation accordingly. At the conclusion of your panel, we will entertain questions from the audience for all of the panelists.

I will be in touch with you shortly regarding speaker materials and audio visual needs. However, because we are putting together a formal conference program which will include speakers' biographies, I need your brief biography sent to me via mail or fax by December 11. I request that your biography be no longer than 100 words in length and that it include past and present industry experience plus relevant trade groups and associations.

As a speaker, you are invited to attend the entire conference at no cost, while, of course, handling your own travel expenses. We have automatically registered you for the conference and encourage you to participate to the fullest. The hotel is the spectacular Hyatt Regency Embarcadero. I encourage you to make your reservations immediately. You can do so by calling the Hyatt directly at 415-788-1234 or by calling the toll-free reservation number at 800-233-1234. Please identify yourself as a Kelsey Group attendee to receive the special rate of \$149 per night single/double.

Please do not hesitate to contact me or Nanci Karas at 609-921-7200 or at mstoltman@aol.com should you have any questions or comments. Again, thank your for agreeing to participate. It is going to be a great conference!

Best regards,



Marsha A. Stoltman
Vice President
The Kelsey Group

*I have your biography,
Brewster.*

November 8, 1995

Mr. Brewster Kahle
WAIS, Inc.
1056 Noe Street
San Francisco, CA 94114

Dear Brewster:

This is a formal invitation to you to participate as a speaker in The Seventh Annual Conference on Interactive Newspapers to be held February 21 - 24 at The Hyatt Regency Embarcadero in San Francisco.

The purpose of the Interactive Newspapers Conference is to educate and enlighten newspaper professionals about the opportunities that exist in using new technologies as distribution modes and product development tools. As such, the event is being co-sponsored by The Kelsey Group, Editor & Publisher, the National Newspaper Association, Suburban Newspapers of America and the International Newspaper Marketing Association. Since 1988 The Kelsey Group has sponsored fifteen conferences and seminars dedicated to helping newspaper management identify ways to profit from emerging technologies. (I am enclosing some information on The Kelsey Group, and I encourage you to visit our Web site at <http://kelseygroup.com/kelsey>.)

The Interactive Newspapers Conference has evolved into the definitive conference for information technology in the newspaper industry. Over 700 people from around the world attended Interactive Newspapers '95 in Dallas. For your review, enclosed is the program from that event which received outstanding evaluations from attendees.

We are currently hard at work putting the **Interactive Newspapers '96** program together. I will contact you shortly to discuss what I hope will be your very important role in the program. We are anticipating 800 - 1000 registrants for Interactive Newspapers '96. This conference will feature General Sessions, Breakout Sessions, Roundtable Discussions, a Town Meeting, and a full Exhibit Hall with New Media Presentations.

The Kelsey Group and our co-sponsors would be delighted if you would join us. Your presence would greatly enhance the conference. I look forward to speaking with you.

Sincerely,



Marsha A. Stoltman
Vice President, The Kelsey Group

Thank you for accepting. We are delighted.

600 Executive Drive Princeton, New Jersey 08540-1528 609-921-7200 Fax 609-921-2112
Interactive Newspapers Inc.



The Kelsey Group

COMPANY PROFILE

The Kelsey Group, Inc. is dedicated to excellence in serving directory publishers by being an integral part of their decision-making process as they explore new media opportunities in emerging technologies and new delivery systems. Since 1986, we have guided publishers in the development of products and services by providing unique, high-quality, value-added, strategic information. Revenues have grown every year from four basic areas of concentration: publishing, conferences and consulting.

PUBLISHING

The Kelsey Report®, the Interactive Yellow Pages Market Analysis and Strategic Planning Service is an extensive, ongoing product for clients who are looking to profit from emerging information delivery technologies. The Kelsey Group has co-authored and sponsored several studies including *The Multimedia Resource Book for Publishers*, *The Voice Information Services Study*, *Industry Perspectives*, and *Strategies and Opportunities in Advertiser-Supported Services*. Finally, The Kelsey Group distributes newsletters and research studies for publishers and marketing firms.

CONFERENCES

Since 1988, The Kelsey Group has sponsored 26 major industry conferences on emerging opportunities in new technologies for print publishers and marketers. Ranging from 50 to over 700 delegates, these include New Technologies for Directory Publishers, the Media Alliances Conferences and Interactive Newspapers. The objective is to bring communities together to discuss the challenges of planning and implementing new information technologies.

CONSULTING

The Kelsey Group's team of experts on new technologies and their impact on publishing companies has consulted for over 50 diverse publishing and communications firms. Our expertise is helping directory publishers to understand the opportunities available in, and develop products for, the electronic publishing market.

Additionally, The Kelsey Group annually surveys all daily and weekly large circulation newspapers to ascertain their activities in a variety of interactive electronic services. This widely followed study has tracked attitudinal changes about new technologies since 1990.

Publishing • Conferences • Consulting • Research

600 Executive Drive Princeton, New Jersey 08540-1528 609-921-7200 Fax 609-921-2112

E-mail: tkg@ix.netcom.com Web site: <http://www.kelseygroup.com/kelsey>